

FALL ■ 2011



# Breastfeeding Kentucky

## Kentucky Kangaroo Care Initiative

The Kentucky WIC Program and the University of Louisville Hospital Center for Women and Infants are pleased to present the Kentucky Kangaroo Care (KY KC) Initiative to birthing hospitals in Kentucky this fall. The Kentucky Kangaroo Care Initiative seeks to improve the breastfeeding rates in newborn infants by promoting skin-to-skin contact with the mother in the hours immediately after birth and throughout the hospital stay. The Kangaroo Care Initiative also encourages fathers to practice kangaroo care to facilitate bonding with the baby.

In late 2007, the University of Louisville Center for Women and Infants began placing full-term healthy infants in Kangaroo Care with their mothers immediately after birth in order to increase breastfeeding rates among their predominantly high-risk, low socio-economic population. As a result, breastfeeding rates have risen dramatically from the mid 50% range to the current consistent rate of 74%. With a commitment to, "creating the knowledge to heal," the University of Louisville Hospital (ULH) developed their Jumping into Kangaroo Care Toolkit in order to share their successful program with other birthing hospitals.

Recently, six other Kentucky birthing hospitals implemented KC using the ULH Toolkit with great results. One of these hospitals, Flaget Memorial in Bardstown, increased breastfeeding rates from an average of 49% in the six months pre-KC to an average of 61% in the nine months post-KC.

This fall, the University of Louisville Hospital will provide their KC program free to all Kentucky birthing hospitals with funding sponsored by the Kentucky WIC Program. "Train the trainer" workshops will be held in seven locations throughout the state from Oct. 18 through Nov. 29. Hospital KC champion teams will learn how to use the KC Toolkit, which includes a 35-minute professional training DVD, a nine-minute patient education DVD, and a CD-ROM with support materials. In addition, an emphasis will be placed on simple but accurate reporting of breastfeeding data in order to truly reflect the improvement in infant nutrition as a result of implementing this standard of care.

This training and data collection also can be used to develop a quality improvement project for the Joint

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*(Continued from page 1)*

Commission. The KY WIC Program will provide technical assistance to help develop your quality improvement project.

To register your hospital for the KC Train the Trainer workshop, contact the WIC regional breastfeeding coordinator in your area, or contact Marlene Goodlett, State Breastfeeding Coordinator at [marlene.goodlett@ky.gov](mailto:marlene.goodlett@ky.gov). Training will be held at the following locations:

- Ramada Inn-Paintsville on October 18;
- Letcher County Health Department-Whitesburg on October 19;
- Warren County Health Department-Bowling Green on October 26;
- McCracken County Extension Office-Paducah on October 27;
- Fayette County Health Department-Lexington on November 9;
- Fayette County Health Department-Lexington on November 10;
- Laurel County Health Department-London on November 16; and
- Louisville Metro Health Department-Louisville on November 29.

Approximately seven continuing education units (CEUs) for nurses and dietitians and CERPs for IBCLCs are being requested.

To view the Jumping into Kangaroo Care patient DVD that is part of the ULH Kangaroo Care Initiative, please visit the home page for the University of Louisville Hospital at <http://www.university-hospital.org>, and scroll down the home page to "Latest Video."

We are excited to facilitate the implementation of Kangaroo Care in hospitals throughout Kentucky. By introducing the evidence-based practice of Kangaroo Care in all Kentucky birthing hospitals, we truly can make a positive impact on breastfeeding rates and improve the health outcomes of mothers and infants in our great state!

Marlene Goodlett, MS, RD, LC, CLC  
State Breastfeeding Promotion Coordinator

Denise Barbier, OTR/L, MOT  
Kangaroo Care Initiative Coordinator  
University of Louisville Hospital

## President's Letter

I am pleased to report that LINK has started working with an attorney to help us get established as a nonprofit, tax-exempt organization. My goal is to have the application completed and submitted by the end of the year. Part of this process involves assembling our board of directors. We are seeking individuals with experience in the following areas: finance and accounting, marketing and promotion, and working with nonprofits. Please email me at [Cerise@MotherNurtureKY.com](mailto:Cerise@MotherNurtureKY.com) if you would like to volunteer or nominate someone we could contact. We will also need representatives from a broad spectrum of professional backgrounds that relate to breastfeeding: private practice IBCLCs, La Leche League or other support group leaders, hospital administrators, physicians, midwives, and public health officials.

Beyond the state plan workgroups, LINK also needs to develop some committees to conduct the business of LINK. I have identified the following areas: Marketing, Fundraising, Legislative Action, and Membership. As we are new, you can have a lot of input in steering these committees to get LINK off the ground and running. A lot of you already have approached me with ideas for each of these areas, and now is your chance to make them happen.

Please do not hesitate to contact me if you have any suggestions or concerns. I appreciate your help and feedback so that I can best lead our new organization.

Cerise Bouchard, CLC

# IBCLC Care Award

The IBCLC Care Award is a special recognition given to hospitals and birthing centers that staff International Board Certified Lactation Consultants (IBCLCs) and show a commitment to lactation services. The program is sponsored by the International Board of Lactation Consultant Examiners (IBLCE) and the International Lactation Consultant Association (ILCA).

To be eligible for the award, a hospital must have a certified IBCLC on staff, a professional lactation support program available at least five days a week, complete a breastfeeding promotion and support project, and provide breastfeeding training for staff.

Successful applicants receive a certificate of recognition and will be listed in the IBCLC Care Directory. By receiving this award, your facility proudly can communicate a commitment to breastfeeding promotion and support. This benefits your facility by attracting potential patients, and by giving you an edge in recruiting staff. Currently,

three Kentucky hospitals are listed in the IBCLC Care Directory:

- The Medical Center-Bowling Green;
- Owensboro Medical Health System-Owensboro; and
- Western Baptist Hospital-Paducah.

This is indeed an honor, as only 192 facilities worldwide currently are recognized as an IBCLC Care Award Facility!

Facilities can apply for this award from September 1 to November 30 each year, so now is the time to complete an application! The listing is valid for two years, and facilities must reapply before their expiration year to continue being listed in the directory.

For more information, please visit [www.ibclccare.org](http://www.ibclccare.org).

## The Joint Commission Launches "Speak Up" Campaign For Breastfeeding

The Joint Commission, the organization that accredits hospitals, has had its eye on breastfeeding care. Recently, the Joint Commission has included tracking exclusive breastfeeding as part of its Perinatal Core Measures set, and now they have expanded their popular "Speak Up" campaign to encourage moms to ask their health care providers about breastfeeding during pregnancy and after baby is born.

The campaign, "What You Need to Know about Breastfeeding," covers topics such as preparing during pregnancy for breastfeeding, communicating

your desire to breastfeed to hospital staff, and maintaining skin-to-skin contact with baby during the hospital stay. The campaign also gives moms information on what to expect after delivery and what to ask to help breastfeeding go smoothly. For more information visit: [www.jointcommission.org/speakup\\_breastfeeding/](http://www.jointcommission.org/speakup_breastfeeding/).



Jan Johnson, RD, LD, IBCLC

### CDC Update...

- **The 2011 Breastfeeding Report Card is now available. See state and national trends in breastfeeding data here: <http://cdc.gov/breastfeeding/data/reportcard.htm>**
- **Detailed state reports on the 2009 Maternity Practices In Infant Nutrition and Care (mPINC) survey are now available at: <http://cdc.gov/breastfeeding/data/mpinc/results.htm>**

# Big Latch On Results

On Saturday August 6<sup>th</sup>, at 10:30 a.m. in multiple locations and multiple time zones across the world, over 4,100 women and their children came together to celebrate World Breastfeeding Week by simultaneously breastfeeding as part of the Big Latch On. Kentucky was well represented in that total with seven Big Latch On locations across the state!

One of the Kentucky Big Latch On events was held in Edgewood at the Edgewood Senior Center. It was described by some as, “a flash mob of hungry babies, devoted mothers, and proud fathers.” There were 26



*Breastfeeding mothers gather at Mother Nurture for the Big Latch On in Lexington.*

breastfeeding mothers participating at this location, and a total of 75 people in attendance. Light refreshments and door prizes were provided. St. Elizabeth Health Care provided goody bags for each mom and an Avent Isis manual breast pump for a door prize. Meijer donated two \$100 gift cards for door prizes.

A family picnic at Freedom Park followed the event. It was wonderful to see such a celebration for breastfeeding families in our community.

Nancy Merk, MS, RD, LD, IBCLC  
State Breastfeeding Peer  
Counselor Coordinator

## Important Dates to Remember

**November 3-6, 2011**

**Academy of Breastfeeding Medicine Annual Conference**

Miami, Florida

[www.bfmed.org/Meeting/ConfDetails.aspx](http://www.bfmed.org/Meeting/ConfDetails.aspx)

2pm Eastern/1pm Central

1.5 L-CERPs

<http://www.uslcaonline.org/edures.html#ScheduledWebinars>

**November 8, 2011**

**ILCA Webinar**

“Case Reports of Tongue Tie in the Private Practice of an IBCLC”

Marta Guoth-Gumberger, IBCLC

1pm Eastern/12pm Central

1 L-CERP

[www.ilca.org/i4a/pages/index.cfm?pageID=3916](http://www.ilca.org/i4a/pages/index.cfm?pageID=3916)

**December 1, 2011**

**USLCA Webinar**

“Human-milk sharing”

James Akre, BA, MPIA

1pm Eastern/12pm Central

<http://www.uslcaonline.org/edures.html#ScheduledWebinars>

**November 16, 2011**

**USLCA Webinar**

“Hormone Testing When Nothing Else Makes Sense”

Lisa Marasco, MA, IBCLC, FILCA

**December 7, 2011**

**ILCA Webinar**

“Common Feeding Problems of Infants”

Roberto Issler, MD, PhD, IBCLC

3pm Eastern/2pm Central

1 L-CERP

[www.ilca.org/i4a/pages/index.cfm?pageID=3916](http://www.ilca.org/i4a/pages/index.cfm?pageID=3916)



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